

# AIR FORCE RESEARCH LABORATORY



## Implications of Conation for Design Presentation/Briefing

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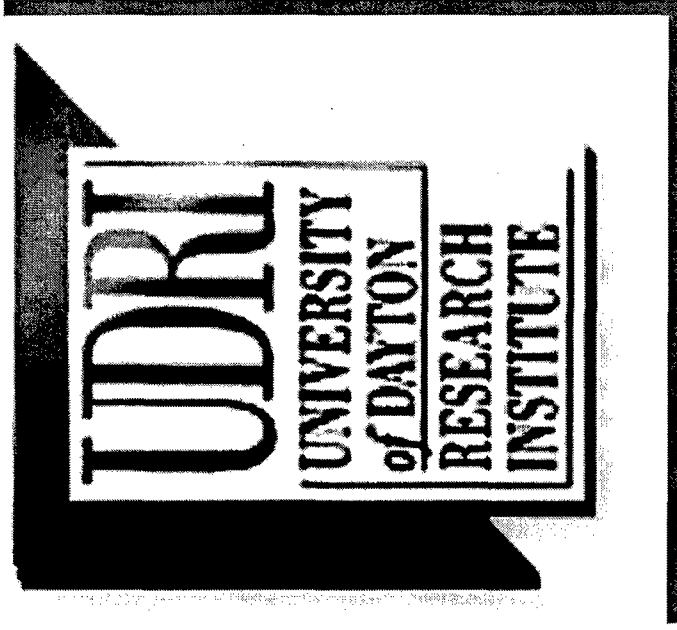
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# Implications of Conation for Design

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# Conation Defined

- “The aspect of mental processes or behavior directed toward action or change and including impulse, desire, volition, and striving.”

The American Heritage Dictionary of the English Language: Fourth Edition. 2000

- “That aspect of mental process or behavior by which it tends to develop into something else; an intrinsic “unrest” of the organism...almost the opposite of homeostasis. A conscious tendency to act; a conscious striving...Impulse, desire, volition.”

English & English, 1958, p 104

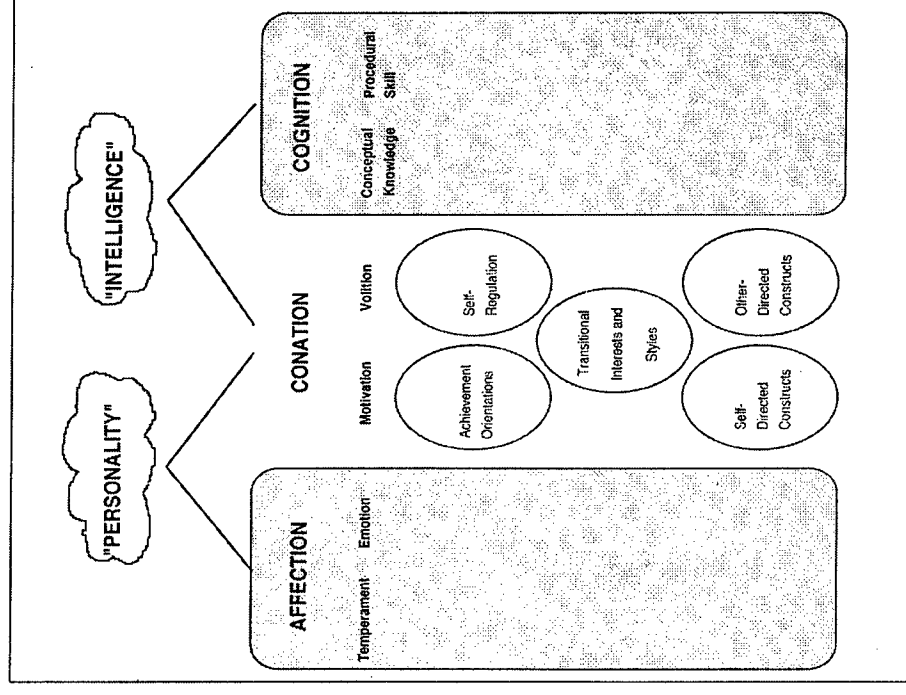
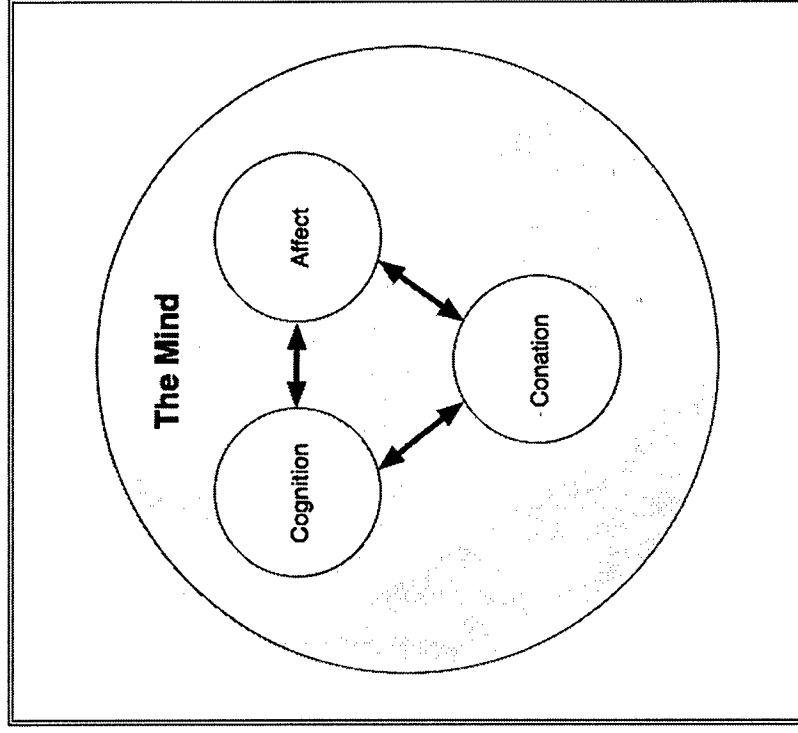
- “Conation connects cognition and emotion (affect) to action; used by an individual when he/she strives to carry out purposeful action.”

Huitt, 1997 as quoted in Meredith, 1999

# Conation Synonyms

Ambition • Dedicated • Desire •  
Desire to achieve • Dogged • Drive •  
Focus • Impulse • Intent • Motivation •  
Persistence • Striving • Vocation •  
Volition • Will

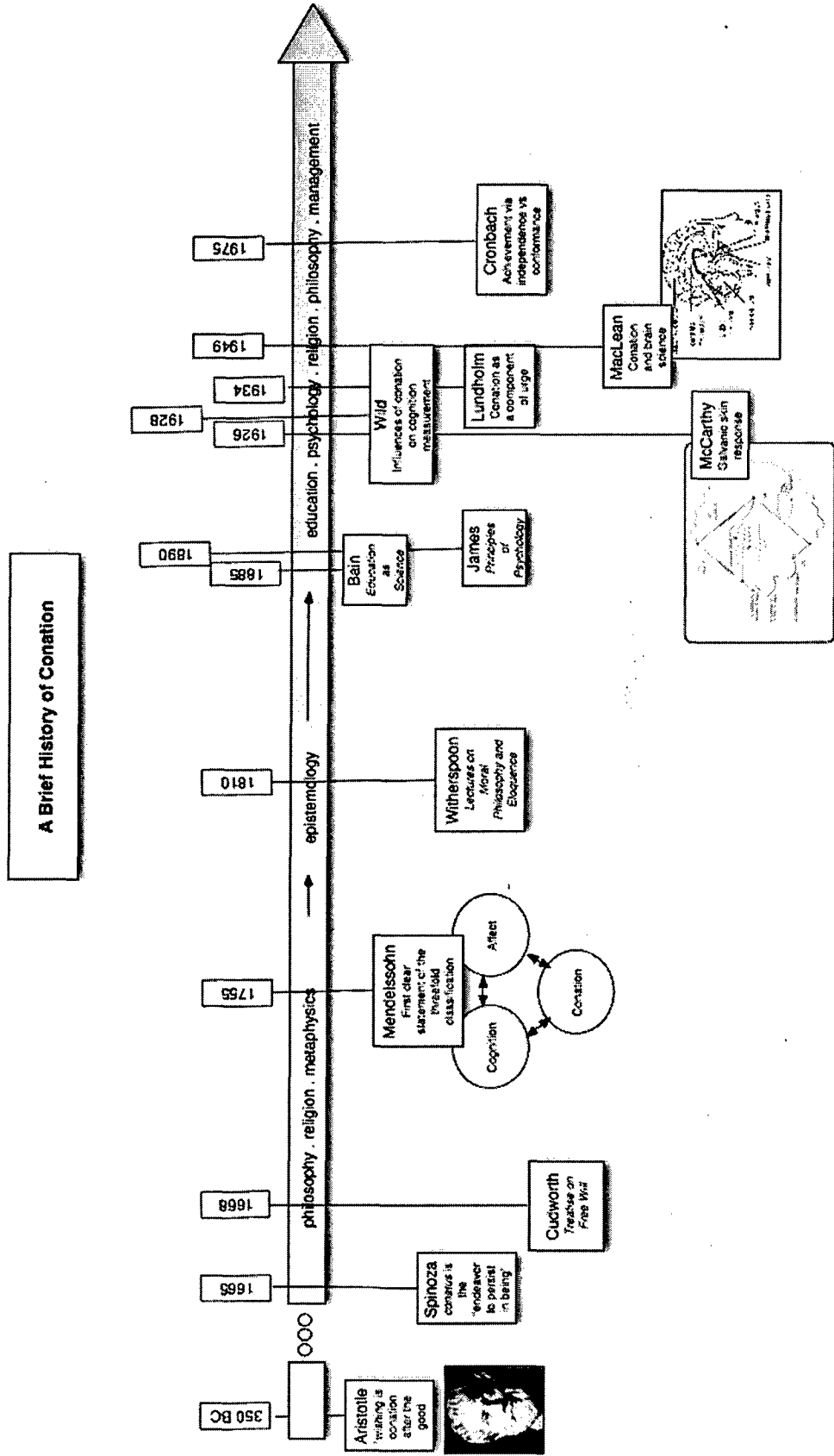
# Conation Illustrated



The trilogy of the mind from  
Meredith, 1999

Provisional taxonomy of conative  
constructs (Snow & Jackson, 1997)

# A Historical View of Conation





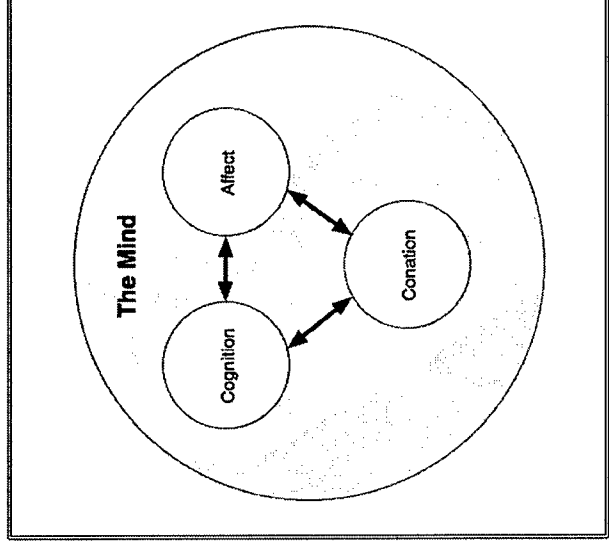
# Modern Applications of Conation

- Management Consulting
  - **KolbeWAREwithal®**
    - a. The instinct to *Probe* initiates *Fact Finder* activity
    - b. The instinct to *Pattern* forces one to *Follow-thru*
    - c. The instinct to *Innovate* drives the *Quick Start* energy, and
    - d. The instinct to *Demonstrate* drives *Implementer* actions.
- Education
  - Individual differences in learning
  - Distance Learning
  - Child Rearing
- Mental Health
  - Moral Re-Conation Theory

# Implications of Conation for Design

- Conative elements found in CTA
  - Goals, goal shifts, priorities
- Conative elements found in Emotional Design

– (Norman, 2004)



# What Would Conative Task Analysis Look Like?

- Levels of conation
  - High-level goals (system goals?)
  - Cultural values (work culture)
  - Near term motivators (risk)
- Universal conations
  - Esteem
  - Vocational Success
  - Safety and Security

# Discussion....